

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No. ....  
 Filing Date .....  
 Confirmation No. ....  
 Inventorship ..... Danker  
 Applicant ..... Microsoft Corporation  
 Group Art Unit .....  
 Examiner .....  
 Attorney's Docket No. .... MSI-1879US  
 Title: Targeted Advertising in Conjunction with On-Demand Media Content

**INFORMATION DISCLOSURE STATEMENT**

*References -- See Attached Form PTO-1449*

**REMARKS**

The citations listed, copies attached, are submitted in compliance with the duty of disclosure defined in 37 CFR §1.56. The Examiner is requested to make these citations of official record in this application.

Respectfully Submitted,

Date: 3/24/04

By: Kayla D. Brant  
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